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Swiss Floral Co.

" " EAST SEVENTH AND HANCOCK
PORTLAND, OREGON

Growers of America's
Finest Petunias

DESCRIPTIVE LIST AND
CULTURAL HINTS

Pride of Portland

A DEEP rose pink color with
variable throat from white to
rich yellow, round flower,
finely fringed edge averaging
4 to 5 inches in diameter, branches
freely and an abundant bloomer.



Irbington Beauty

EXQUISITELY varied shades of light pink, large well formed flowers, white throated gracefully fringed. Sturdy grower and forms many branches.



Lilac Beauty

THIS new variety resembles in growth and shape the Elks Pride and we know it will find as many admirers as the former wherever it will be grown. The color is very distinct lilac shade varying to heliotrope at times, softly blending with the colors of other flowers. Special charm is added through the darker veining of the flower appearing like fine pencil tracing.

Uses for Petunias



LUST a few hints on effective use of Petunias will help to suggest the many more ways in employing these gorgeous flowering plants. Of premier importance is the planting of window boxes, urns and hanging baskets. Tasteful color combinations are possible in the use of the various exquisite shadings when properly combined, as for instance, Scarlet Geraniums with White Beauty and Elks Pride Petunias; red dominating white and royal purple making the catchy contrast effects; Yellow Calceolaria with Lilac Beauty and Elks Pride Petunia; yellow dominating lavender and purple producing contrast shades. Pride of Portland Petunia with here and there an Elks Pride between will make a stunning effect. Lovers of softly blending effects in colors will especially admire a combination of the apple blossom variety and Lilac Beauty. Pink effects are greatly enhanced by a sparing addition of lilac or royal purple. The White Beauty Petunia is a universal mixer, adapted to

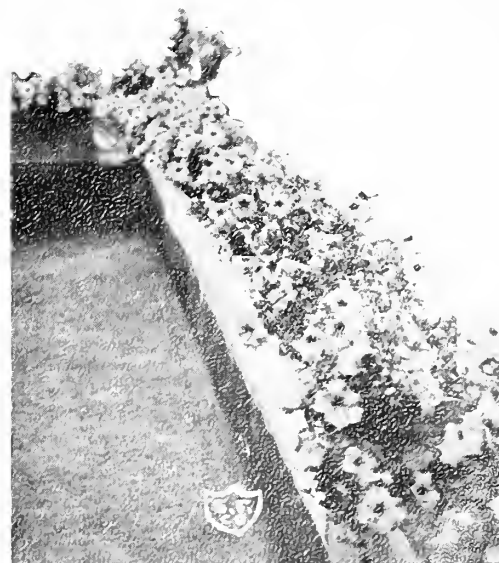


"PRIDE OF
PORTLAND"
PETUNIAS

Porch boxes
are unique
in beauty
and effect

blend harsher colors and produce the connecting link for nearly all mixed color plantings. The Portland Beauty, of rather harsh color tone yet of a unique charm, looks well with white, brown or yellow tints.

Effective planting of beds or borders is best done in one color when Petunias are used. A contrasting border may enhance the effect, while a mixture of colors dulls the optical impression. For best planting results the general color of the immediate surroundings or background must be considered in the decision as to what will look best in a given location. Wind sheltered locations will prove far more satisfactory to Petunias, and with protection from heavy showers they develop their greatest beauty, creating a sensation whenever well displayed.



Seed Bearing Lilac Beauty

GROWING our seedbearing plants in boxes permits a better control over their growth and facilitates the successful pollination by the brush—our method constantly employed in the improvement of our strain and seed production.

Portland Petunias

¶America's Finest and Most Improved Strain Grown to Date¶

LEW flowers have so risen in the public's esteem the last few years as the now famous strains of Portland Petunias, introduced and originated by Swiss Floral Company of Portland, Ore. Florists and growers of bedding plants in every state of the Union will find the growing of these Petunias a source of new pride and greater revenue. Skilled growers find new uses for them as potted plants, for planting in window boxes, baskets or urns. Beds and borders along wind sheltered locations acquire exceptional charms when color combinations are tastefully carried out.

¶The reason for exceptional high quality of our strain of Portland Petunias is founded on great care in the selecting of seed-bearing plants. Only a few in a hundred are considered fit to produce seed, and all flowers are artificially pollinated. This has been carried on consistently for the last 13 years under personal supervision of J. G. Bacher, whose aim is quality above all else.

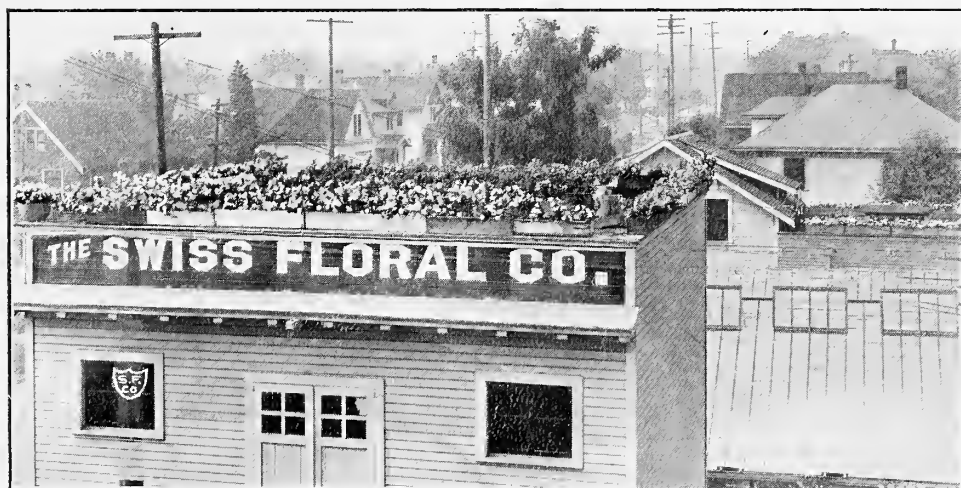
¶Nature has endowed Petunias with a persistent character for variability, and, due to this, it has been impossible, after so many years of careful selection and cross-pollination, to eliminate a variable proportion of small flowered plain types. The character of color has become fairly constant, but size and fringe of flower has remained variable. Nothing is left undone to further improve our strains and secure finer coloring if possible. Quantity production has never been held as important as quality, and those who may prefer a quantity product may find many other sources of supply.

¶CULTURAL HINTS—There is a great difference in raising ordinary Petunias from seed or those of a high bred strain as our Portland Petunias. The former kind will almost come like weeds with little or no attention, but an altogether different story must be told about our Portland Petunias. Their germination is very much slower and precarious. Great care is imperative in watering and in choosing a rich but porous soil. Temperature may vary between 60 and 70 degrees, and seed pans



Miniature Beauties

THIS is a smaller flowering type of petunia with dwarfing growing character, flowers just partly fringed ranging in various hues, of pink and white—variegated. Especially profuse bloomer and for bed and border planting of superior merit when masses of flowers are desired. Easily grown and quick bloomer will be found very satisfactory where fancy flowers are not of prime consideration.



Our seed bearing Petunias are all grown in boxes placed on our roofs

or flats ought to be near the glass in bright light as soon as germination has taken place. Do not let them suffer for lack of water, but the slightest excess of moisture may cause sudden damping off, especially during the early winter months when houses are but little ventilated and the days are short. Poor soil means certain failure in Petunia culture at all times.

¶Beware of snails and sawbugs in Petunia seed flats. Put them on shelves out of their reach or cover them nights with screen door wire netting. A night inspection with flashlight and a pair of scissors is very effective in eradicating this costly pest from a house if repeated several times.

¶Transplant as soon as large enough to handle into flats, and bear in mind that those seedling plants growing most vigorously are the ones least desirable, while the weaklings in the lot are the real darlings that need your utmost care and attention and will reward you for it with the most charming flowers ever seen. The culls are invariably the first to bloom, and the grower not familiar with the Portland Strain of Petunia will pass unfavorable judgment right there and then instead of awaiting the blooming period of



Portland Beauty

OUR late introduction of very vigorous character flowers three to four inches in diameter, deeply fringed a strong magenta red with large distinct throat of dark maroon shade with bluish cast. A very distinct strong colored petunia that has found a great many admirers since its introduction. Being of recent selection it will produce many interesting color variations.



A bench of our
Portland Petunias

the slower but choicest types. The experienced grower can and will often discard the culls when the young plants are ready to pot into two inch in order to save space for the choicest only if bench space has to be economized.

¶To let the young plants become potbound may produce early flowering but will stunt the plants in such a manner that they never will attain their finest size. A pinching back of the leading shoot before blooming will cause free branching and produce fine potted or exhibition plants if kept growing on for specimen display. Liberal use of fertilizer in the soil is beneficial, especially when shifting into larger pots. Light, airy houses are best to start Petunias in, but when they reach the flowering stage it is preferable to break the strongest sunshine by a light trace of shading, very light, however, or it will produce spindly plants.

¶WATERING—That is an art when well understood, and in raising Petunias is of greatest influence. It is particularly important not to over-water, especially in early spring and during cloudy weather, also when the young plants have just been potted up. When plants have attained flowering size avoid as much as possible wetting the foliage or flowers. In growing Petunias for potted plants, soil should be made very rich and doses of liquid manure will improve them when they are becoming pot-bound.



Scarlet Beauty

ROUNDISH flowers heavily fringed averaging 3 inches of a vivid red shading to brownish maroon in throat, rather rank growing with few branches. A fanciers favorite but not so effective for mass planting.



White Beauty

(With Lobelia border—dark blue)

AFREE branching profuse blooming petunia medium size flowers handsomely formed, fringe pure white, often with yellow throat. A wonderful bedding plant for borders, beds and for mixed plantings.



Apple Blossom Beauty

TO lovers of really delicate tints in pink and large well formed and fringed flowers this variety will prove a marvel of exquisite charm. The ground color being an Apple blossom pink with a slightly visible sheen of lavender becoming more pronounced towards the throat which is very heavily penciled lavender on creamy yellow base. This peculiar penciling often forms a well defined zone at the entrance of the throat, other times these pencilings radiate sunlike over the body of the petals. It forms finely branched plants and well adapted to growing for pot plants.



*Portland
Petunias—
the pride of
a home
wherever
grown*



The Elks Pride

THE richest of royal purple flowers known; when flowers are just opening they are overlaid with a satiny sheen and look practically black. It is rather rampant in growth and especially well adapted for porch box filling. The flower is not fringed but the color is so rich and adapts itself to combination with nearly every other color grown, that this variety is now the most popular variety grown.



CERTAIN amount of variation must be expected in all varieties. Thirteen years of most careful selection have not been able to eliminate the variable nature of any variety. A very large proportion will come true to type, however, and prove a joy to their grower through their exceptional beauty.